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recognition of said feature;

an intelligent controller having associated therewith a
means for accessing said programming material in
response to receiving said coded signal; and
a display unit for presenting said programming
material.

169. A system as defined in claim 168 wherein said textbook
comprises a college textbook.

170. A system as defined in claim 168 wherein said textbook
comprises a high school textbook.

171. A system as defined in claim 168 wherein said textbook
comprises a middle school textbook.

172. A system as defined in claim 168 wherein said textbook
comprises a primary school textbook.

173. A system as defined in claim 168 wherein said textbook
comprises a vocational school textbook.

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174. A system as defined in claim 168 wherein said textbook comprises a graduate school textbook.

175. A system as defined in claim 168 wherein said textbook comprises a professional school textbook.

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176. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said recognition unit.

177. A system as defined in claim 176 wherein said data link comprises an image data link.

178. A system as defined in claim 176 wherein said data link comprises a video data link.

179. A system as defined in claim 176 wherein said data link comprises a programming data link.

180. A system as defined in claim 176 wherein said data link comprises a sound data link.

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187. A system as defined in claim 186 wherein said "information
superhighway" data link comprises the internet.

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188. A system as defined in claim 186 wherein said "information superhighway" data link comprises the world wide web.

189. A system as defined in claim 186 wherein said "information superhighway" data link comprises a computer network.

190. A system as defined in claim 186 wherein said "information superhighway" data link comprises an ISDN network.

191. A system as defined in claim 186 wherein said "information superhighway" data link comprises a telephone line.

192. A system as defined in claim 186 wherein said "information superhighway" data link comprises a CATV line.

193. A system as defined in claim 186 wherein said "information superhighway" data link comprises a local area network.

194. A system as defined in claim 186 wherein said "information superhighway" data link comprises a wide area network.

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195. A system as defined in claim 186 wherein said "information superhighway" data link comprises a data communications network.
196. A system as defined in claim 186 wherein said "information superhighway" data link comprises an Internet Product Service Directory.
197. A system as defined in claim 186 wherein said "information superhighway" data link comprises a globally based digital communications network.
198. A system as defined in claim 186 wherein said "information superhighway" data link comprises a wireless network link.
199. A system as defined in claim 186 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.
200. A system as defined in claim 186 wherein said "information superhighway" data link comprises an ethernet network.

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207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

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watermark.

215. A system as defined in claim 214 wherein said invisible watermark comprises a digital watermark.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

220. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

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221. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

222. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code..

223. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

224. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

225. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

226. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic

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character.

227. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a numeric code.

228. A system as defined in claim 168 wherein said programming material comprises information.

229. A system as defined in claim 228 wherein said information comprises supplemental information related to said textbook.

230. A system as defined in claim 228 wherein said information comprises a multimedia presentation.

231. A system as defined in claim 230 wherein said multimedia presentation comprises an instructional presentation.

232. A system as defined in claim 231 wherein said instructional material comprises supplemental text.

233. A system as defined in claim 231 wherein said instructional

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234. A system as defined in claim 231 wherein said instructional material comprises video presentations.
235. A system as defined in claim 228 wherein said information comprises study-guide material.
236. A system as defined in claim 228 wherein said information comprises interactive exams and quizzes.
237. A system as defined in claim 228 wherein said information comprises educational course syllabi.
238. A system as defined in claim 228 wherein said information comprises educational course outlines.
239. A system as defined in claim 228 wherein said information comprises critical thinking exercises.
240. A system as defined in claim 228 wherein said information

comprises lecture outlines.

247. A system as defined in claim 168 wherein said programming

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material comprises a web page related to a professional organization referenced in said textbook.

248. A system as defined in claim 168 wherein said programming material comprises a web page related to a government agency referenced in said textbook.

249. A system as defined in claim 168 wherein said programming material comprises a web page related to a commercial entity referenced in said textbook.

250. A system as defined in claim 168 wherein said programming material comprises a web page related to a cultural institution.

251. A system as defined in claim 168 wherein said programming material comprises a web page related to information about a educational institution.

252. A system as defined in claim 168 wherein said programming material comprises a service.

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253. A system as defined in claim 252 wherein said service includes displaying promotional programming on said display unit of said user.

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254. A system as defined in claim 252 wherein said service includes conducting an interaction with said user via a telephone.

255. A system as defined in claim 252 wherein said service includes conducting an interaction with a plurality of users via an online communication chat link.

256. A system as defined in claim 252 wherein said service includes conducting an interaction between a tutor and said user via an online communication chat link.

257. A system as defined in claim 168 wherein said display unit comprises a personal computer.

258. A system as defined in claim 257 wherein said personal computer comprises a laptop computer.

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259. A system as defined in claim 168 wherein said display unit comprises a television.

260. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

261. A system as defined in claim 260 wherein said device containing a microprocessor is hand-held.

262. A system as defined in claim 260 wherein said device containing a microprocessor is portable.

263. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

264. A system as defined in claim 168 wherein said display unit comprises an internet appliance.

265. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

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266. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

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267. A system as defined in claim 168 wherein said display unit comprises a simulated book.

268. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

269. A system as defined in claim 168 wherein said display unit comprises a web-based television.

270. A system as defined in claim 168 wherein said display unit comprises a pager.

271. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

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272. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader,

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an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

273. A system as defined in claim 272 wherein said recognition unit is linked to a personal computer.

274. A system as defined in claim 272 wherein said recognition unit is linked to a wireless interface.

275. A system as defined in claim 274 wherein said wireless interface comprises a wireless network.

276. A system as defined in claim 275 wherein said wireless network comprises a cellular network.

277. A system as defined in claim 274 wherein said wireless interface comprises a cellular telephone.

278. A system as defined in claim 274 wherein said wireless interface comprises a pager.

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279. A system as defined in claim 274 wherein said wireless interface comprises a wireless personal computer.

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280. A system as defined in claim 274 wherein said wireless interface comprises a personal digital assistant.

281. A system as defined in claim 272 wherein said recognition unit is linked to a personal digital assistant.

282. A system as defined in claim 272 wherein said recognition unit is linked to an Internet appliance.

283. A system as defined in claim 272 wherein said recognition unit is linked to a television set.

284. A system as defined in claim 272 wherein said recognition unit comprises a portion of a cellular telephone.

285. A system as defined in claim 272 wherein said recognition unit comprises a portion of a personal digital assistant.

290. The method of claim 288 wherein said machine recognizable

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feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

291. A method of providing a user access to supplemental programming material associated with a textbook, comprising the steps of:

imprinting a machine recognizable feature within said textbook wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material; scanning said machine recognizable feature within said textbook and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

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accessing programming material from said remote
server; and

transmitting said programming material to said user
allowing said user to perceive said programming
material in a humanly perceivable form, wherein
said programming material is related to said
textbook.

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292. The method of claim 291 wherein said programming material
comprises multimedia.

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293. The method of claim 291 wherein said machine recognizable
feature is selected from a group consisting of a bar code, a
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-
dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic
character.